

Enterprising North Carolinian comes up with a new brand of football magic.

He lacked a ticket to the Tar Heel-Notre Dame game scheduled to be played at Chapel Hill, N. C., November 14—but he was a man of imagination, resource, and audacity. "I have," he wrote the North Carolina box office, "a boxing scheme which I have used many times. I will put this hex on the Notre Dame quarterback and make him fumble or mix the signals."

He would barter his hex for a ticket.

And the Tar Heelers, being no more superstitious than the next gridiron aggregation, sent him the pasteboard.

All Americans are proud of that label "Made in the U. S. A." but we don't follow it blindly. Other countries have special talents that are not so well-known and we can size them up with substantial purchases. Sometimes it's embarrassing when the fact crops out in a public record—as occurred last week when our Foreign Economic Commission was holding a hearing in Washington.

American watchmakers were complaining about the number of Swiss timepieces admitted to this country.

Chairman Clarence B. Randall opened the hearing with the complaint that the congressional clock was running slow—by his watch—which on second examination proved to be Swiss.

The customer is always right, says the adage, "but seldom satisfied" would be the correction for 1953. They are talking about what happened in St. Petersburg on the Florida west coast, where I am writing this.

St. Petersburg restaurant man celebrated his seventh anniversary in business by offering free steak to the customers. He gave away 1,400. It was a juicy success. Only one burp from the entire crowd.

The restaurant had announced previously that although the steak was free Florida state law required collection of 2 cents sales tax. And when time came to pay the 2 cents, a woman frowned and said:

"I knew there was a gimmick to it!"

Hope Woman Named Head of State UDC

Arkansas Division of the UDC elected Mrs. A. E. Slusser of Hope as its president in the closing day of the organization's 58th annual convention held in Little Rock.

Mrs. Slusser has been state historian for the past three years, has served in numerous other offices, organized the historical foundation fund for scholarships in Arkansas and served eight years as president of the local Pat Cleburne chapter.

Mrs. H. C. Whitworth, president of the local chapter, and the following delegates attended the same conference: Mrs. Fred Cook, Mrs. Jim O'Neal, Mrs. Mary Duncan, Mrs. J. J. Battle of Fulton and Mrs. Slusser.

The Pat Cleburne Chapter won many honors including: \$5 for the best historical report; \$8 in an essay contest won by Mary Virginia Burton for an essay on Historical Churches; Mrs. Fred Cook took first prize of \$10 for the best essay by a woman on Women of Confederacy and Mrs. Cook's personal scrap book won first prize of \$3. The local chapter was one of five receiving certificates of merit on historical work.

T. S. Cornelius of Hope received the Cross of Service of World War I. It was presented to him by Mrs. Glenn Long, president general of UDC. Mrs. Cornelius was guest at the convention.

Election Here Is Merely a Formality

Three Hempstead County points will name Democratic nominees in a general election here Tuesday November 3. They are the City of Hope, Oakhaven and Ozan.

The election is not expected to cause any undue excitement as Democratic nominees have no opposition.

Hope voters will cast ballots: Ward 1, at the Fire Station; Ward 2, Hempstead Courthouse and Ward 3, at City Hall.

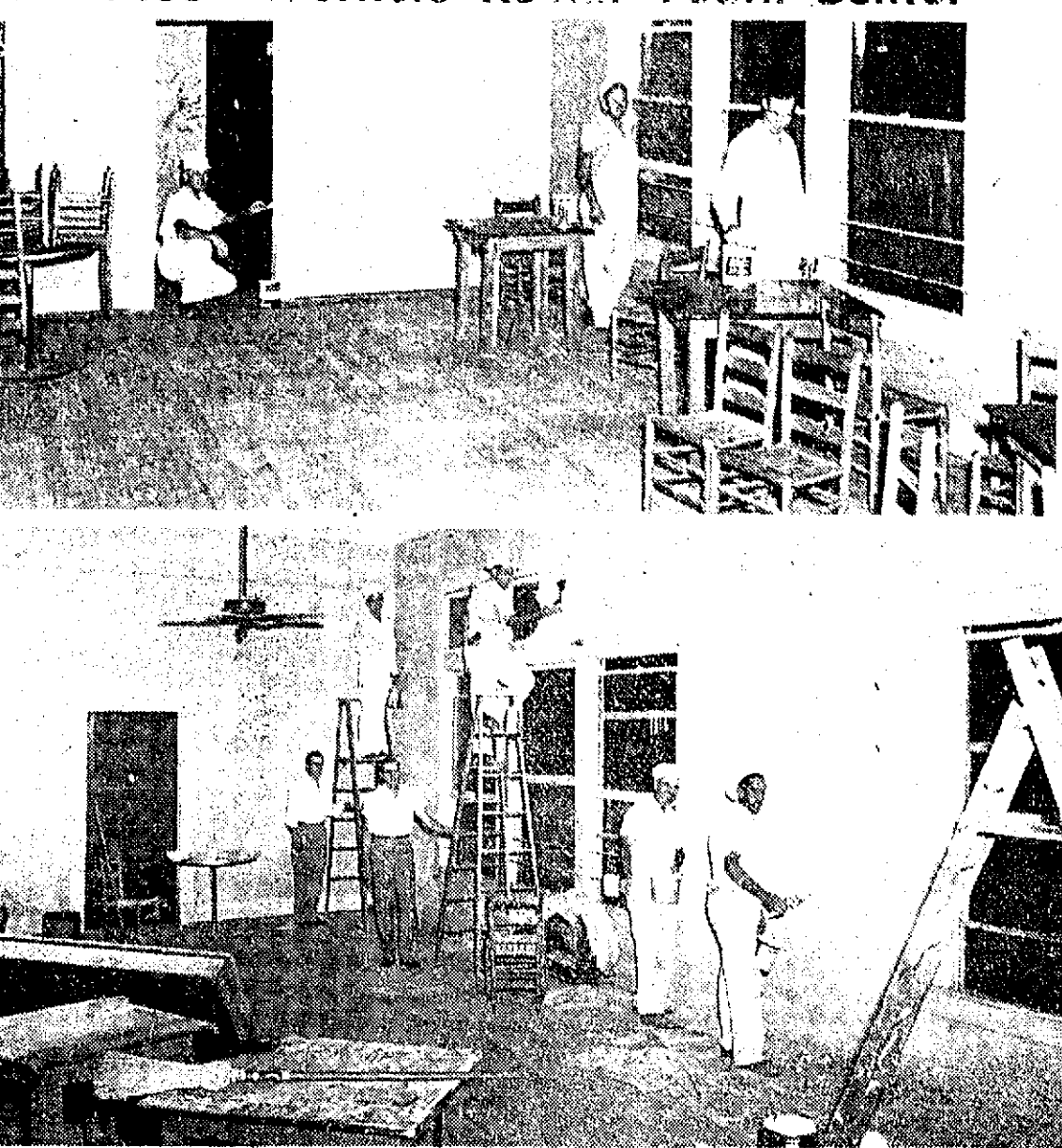
Schools to Close Thursday, Friday

Hope Public Schools will be closed Thursday and Friday to allow teachers to attend an annual state-wide meeting of the Arkansas Education Association at Hot Springs. The Yeger system will also be closed and teachers will attend a statewide meet.

Arkansas — Fair this afternoon, tonight Tuesday. A little warmer tonight Tuesday, afternoon. High this afternoon mid to upper 70s; low tonight near 50.

Experiment Station report for 24-hour period ending at 8 a. m. Monday: High 77, Low 40.

Volunteer Workers Repair Youth Center



— Shipley Studio photo



FINGER OF SCORN—"And that goes double in spades!" seems to be the idea as this angry woman gives a policeman a piece of her mind. The calm cop had just moved in to restore peace at the scene of a pro-Tito rally in downtown Trieste.

Businessman Prefers the Eyes of the Heart, His Success Is Made by the Hearts of People

By HAL BOYLE
NEW YORK (AP) — John D. Hayes is 70 years old, almost totally blind, and runs a candy business that took in 22 million dollars last year.

"I hate to have my vision back," he said. "It wouldn't be worthwhile. I'd miss so much of what I have now."

Hayes didn't feel that way when his sight began to fail nearly 30 years ago. He had launched a candy business with 50 thousand dollars in Rochester.

It was just getting going when Hayes had some teeth extracted, and hemorrhages destroyed the retinas of his eyes.

"I was all broken up," he recalled. "I had a wife and two young daughters to support, and I didn't know how I could go on."

"But when you have a defect you just have to learn to live around it. I felt that God had a place for me in the world, and would help me find it."

Hayes has found a mighty big place. Today his Fanny Farmer Candy Co. has 7 factories, 3,500 employees and 371 retail shops in some 200 American cities. Hayes also heads a chain of 100 candy stores in Canada.

How can a man who can't see a face, or read a ledger, operate a multimillion dollar business without "being stolen blind?"

The answer Hayes found was the honor system.

"We don't have spies, spotters or cameras," he said.

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Thanks to the fine cooperation of various organizations and individuals throughout the city, the Youth Center is now in the final stages of a complete overhauling. The work was started off by the High School students who sanded and readied the walls and woodwork for painting by local painters who willingly contributed their off-duty hours toward the completion of the job, along with professional carpenters and plasterers who also contributed their skill. Paint and materials were donated by local business houses. Cash donations are being used to purchase needed recreational equipment.

By this work, the Youth Center has been converted into a very desirable meeting place for the young people of our city who are truly grateful for the interest that has been shown toward their well-being. The public is invited to come up at any time and take a look at our progress.

The following donors:
The Rotary Club, Lions Club, Chapter AE PEO, Cosmopolitan Club, DAR, PTA and Luba Cleaners who gave cash donations. Ben Edwards who estimated the job and organized the labor. Aubrey O'Steen and Cecil Smith, carpenters. James Still and Lee Still, plasterers.

Denver Hornaday, Homer Whitlen, Frank Schooley, Chester Allen, Cliff Billings, Horace Billings, Clyde Fritz, Briant Anderson, Burl Ross and Weaver Collins, painters. Ray Yeom of Hope Fire Dept. for repair of ping pong tables. Mrs. Mary Foster for advice on the style and hanging of drapes. KXAR and Mrs. Louise Griffin for record donations. Vic Cobb and Ray Allen, electricians.

For paint and material thanks go to Gunter Lbr. Co., Grigg's Decorative Supply, Bill Wray Lbr. Co., Duffie Hardware, City Lbr. Co., Hope Builders Supply Co., Ritchie Greer Co., Hope Furniture Co., and Gentry Hardware Co. And to Shipley's Studio who made possible all of our picture presentations.

Hempstead to Get 175,000 Pine Trees

Hempstead, County landowners will receive 175,000 free pine trees this fall, according to word received here by Emory Thompson, Chairman of the local Soil Conservation District. The trees are provided by the International Paper Company, and may be obtained through the Hope Chamber of Commerce or the Soil Conservation Service. They must be matched by trees purchased from the State Nursery and limited to 16,000 free per landowner. Trees bought from the Nursery will cost \$2.50 per thousand.

The Conservation District mechanical planter will again be available for contract planting, and will start operating as soon as soil moisture conditions are satisfactory. Landowners planning to plant trees are urged by Mr. Thompson to place orders by November 15, since the supply of trees in the State Nursery is very limited, and orders cannot be filled after that date.

It is estimated that 27,000 cubic moles of water fall as precipitation each year on the world's land area.

Babylonia had a banking system as early as 2,000 B. C.

Negro Killed in Wreck Near Ozan

Sim Johnson, 22-year-old Ozan Negro, was killed about 4 a. m. Sunday when the car in which he was riding left the road and overturned about three miles north of Washington on Highway No. 4.

Driver of the auto was A. C. Johnson, the victim's brother. Johnson told officers lights from an approaching car blinded him, and pulled over too far, the car left the road and ploughed into a ditch.

State Officer Travis Ward Investigated.

Mayer's Plant Manager Honored

Employees of Meyers "Brown's Serve" Baker here honored plant manager Jess Gilliam with a birthday party last weekend in the bakery's luncheon room. Mr. Gilliam received a suit of clothes, shirt and tie from employees. Guest speakers were M. D. Todd and Charlie Meyer Jr. of Little Rock.

Dean Ready to Compromise on Neutral Nations

BY FRANK JORDAN

PANMUNJOM, Korea, Tuesday. — (UP) — United Nations envoy Arthur H. Dean was prepared today to compromise with the Communists on admission of neutral nations to the Korean peace conference but a Red spokesman predicted the offer would be rejected. Secretary of State John Foster Dulles, said he might attempt to break the deadlocked preliminary talks by proposing that "certain neutral nations" attend the full-dress conference.

The Reds have stymied the pre-conference discussions by insisting that neutral countries, in addition to participants in the Korean war, be admitted.

Communist Correspondent Alan Winnington, who usually reflects official Red thinking, said he considered Dean's compromise "even worse" than other Allied ideas on the conference.

"It is my view that our side will never accept it," Winnington said. A high U. N. source said Dean had not decided whether to officially present his compromise plan to Red negotiators this week. The eighth session of the preliminary talks was set for 11 a. m. (9 p. m. Monday edt.).

The source said "it will depend on how things go" at today's meeting.

Dean told newsmen after a fruitless one hour and 33 minute session yesterday that the Reds were stalling the preliminary talks and said their "inflexible attitude leaves doubt in our minds that you really want a political conference."

United Nations and South Korean sources warned today that time is running out on South Korean President Syngman Rhee's threat to unify Korea by his "own means" if the conference does not accomplish this condition by Jan. 27.

Rhee's "own means" might be an attempted push northward by South Korean forces, setting off the Korean fighting again.

Dean said after today's meeting he proposed a recess until tomorrow when it became apparent the Communists "were not negotiating. They were clinging to their 'firm and unalterable' insistence on discussing the participation of neutrals before all other matters," he said.

Tito Ready to Bargain for Trieste

By ALEX SINGLETON

BELGRADE, Yugoslavia (AP) — Persons close to the Yugoslav foreign office are circulating reports that President Marshal Tito is willing to bargain with the West on Trieste. They say he might offer close military cooperation, possibly joining the Atlantic Pact, in return for concessions on the disputed territory.

The reports over the weekend may have been trial balloons to test reaction. However they came from sources so closely connected with the foreign office that they could not be discounted.

Yugoslav demands were unceremonious. But as a minimum, it was said, Tito probably would expect outright annexation of Trieste's Zone A, which contains the important port city of Trieste.

Yugoslavia already has military control of one B — the territory surrounding the port. Zone A is held by Britain and the United States, who have announced their intention of turning that area over to Italy. Strong Yugoslav opposition has caused the two Western allies to postpone this move.

Special Court of Honor to Be Held Tonight

Troop 90 will honor those Scouts who have qualified to receive rank advancement at a special court of honor Monday night, November 2, at 7:30 at the V. F. W. Hut on Highway 67 East.

All parents and friends of Scouts are urged to see this very impressive ceremony. Haskell Jones, Piney Woods District Advancement Chairman, will conduct the Court. Honored Scouts will be Johnny Nix and Orville Brannon.

Benson Ready to Start Controversial Plan to Reorganize Agri Setup

Farmers Can Place Orders for Cheap Hay

LITTLE ROCK, (AP) — Farmers and stockmen in 54 eligible Arkansas counties can start placing their orders today for out-of-state hay, at cut-rate prices under the federal-state emergency hay program.

Gov. Cherry explained the program in a radio broadcast Saturday night and announced that the state would receive \$375,000 in federal money to pay part of the freight costs of shipping the hay to Arkansas.

He also said that State Sen. Marvin Melton of Jonesboro would be the "over-all director" of the program, working in conjunction with an as yet unnamed coordinator.

The coordinator's salary is to be paid from Gov. Cherry's emergency fund, which will be the state's portion of the cost of the program. The governor said that 10 percent of the federal grant would be set aside, in case the government designates Arkansas' other 21 counties as eligible drought areas.

The remainder will be divided among the 54 eligible counties on the basis of the amount of livestock in each county.

He had estimated that Arkansas would need 97,000 tons of hay between Nov. 1 and May 1, 1954 and urged farmers to place "their orders early in order to take advantage of surplus markets in other states."

Railroads have cut in half the normal cost of shipping hay to Arkansas and the federal money will pay for half of the remainder. The other one-quarter will be charged to the individual farmer.

Stockmen will apply for the hay through county agents, describing the number of livestock, estimating the amount of hay on hand and the amount they wish to buy.

The application must be approved by the county drought committee.

Then, the farmer will place his order with the retail dealer, paying in advance. The dealer will charge \$1 a ton for handling the order.

Altercation, Two Wrecks Probed by City Police

CHARGE, 26; local negro, is charged with aggravated assault following an altercation Sunday night on South Hazel in which Henry Brandon was seriously cut on the left side with a knife, investigated City Police said. Brandon is in a local hospital.

Local officers also reported investigating two accidents over the weekend. A truck driven by Don Brown and a car driven by Eldridge Betts collided Saturday on West Division with minor damages resulting.

In another accident Leo, Booth Texarkana Negro, was charged with following too close after an accident in which an auto driven by W. N. Wortham of Texas was damaged on Third Street.

Officers said a boy named Hugh Garrett's son was stolen at Garland School Saturday night.

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NEW AEC MANAGER — Major General K. D. Nichols, of Cleveland, Ohio, is the new general manager of the Atomic Energy Commission. He succeeds Martin W. Boyer, who is returning to the oil industry after three years' service. Nichols helped pioneer the development of the atom bomb.

WASHINGTON, (UP) — Agriculture Secretary Ezra T. Benson today announced he will start "immediately" to put into effect his controversial plan for reorganization of the agriculture department.

Benson told a news conference the step is being taken with "full knowledge and approval of President Eisenhower."

Asked about suggestions from some members of Congress, including Chairman Clifford H. Hope of the House Agriculture committee, that the reorganization be postponed in view of vocal opposition Benson said:

"The plan has unusually wide approval. There has been very little opposition—much less than anticipated."

Much of the opposition has centered about the plan to abolish the seven regional soil conservation offices and shift their functions to state offices.

Benson said he had talked to Hope, who asked that the reorganization be postponed if some "rumor" he had heard were true.

The secretary said those rumors were not true and he asserted most opposition came from a "small group" of leaders of the National Association of Soil Conservation Districts (NASCD).

"They have spread 'doubt, misrepresentation and mutual jealousy,'" Benson said.

The NASCD leaders complained to the White House last week about the proposal to close the regional soil conservation service offices.

Benson said the soil conservation program can operate "more efficiently" without the regional offices.

By EDWIN B. HAAKINSON
WASHINGTON (AP) — Republican Sen. Langer said today he is "wholeheartedly opposed" to a move to drop Secretary of Agriculture Benson from the Cabinet, as demanded by his North Dakota Senate colleagues and others.

Langer's relations with Sen. Young (R-ND) have long been cool. Young has called repeatedly for Benson's replacement, saying that if President Eisenhower retains the secretary the GOP will face a big handicap in next year's campaign for control of Congress.

Langer said in an interview he plans to call upon Benson to present a petition from 500 North Dakota farmers asking for government action to bolster sagging cattle prices. When he does so, the senator added, he will urge Benson not to yield to suggestions that he resign.

Eisenhower has warmly defended Benson, and has given no indication he wants a new agriculture secretary.

Benson, under increasing criticism from many Democrats and some Republicans in Congress, called a news conference today but gave no advance word of what he planned to discuss.

There was speculation he would announce a date for putting into effect his reorganization plan for the department, announced 2½ weeks ago. At the time, he solicited comment, and said he would not put the plan into effect until Nov. 1 or later.

Since then, dozens of members of Congress have criticized parts of it, notably a proposed reorganization of the soil conservation service. Sen. Murray (D-Mont.) said yesterday he will seek repeal of Benson's reorganization authority. A House committee has formally asked Benson to take no further action pending hearings on plans.

Tonight Benson is scheduled to address the Southern Governors Conference at Hot Springs, Va. Young renewed his criticism of the secretary on a CBS television broadcast.

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High Court Affirms Judgment

LITTLE ROCK (AP) — The Arkansas Supreme Court today affirmed a \$3,000 judgment obtained by Onetha Ross against the Hot Springs Railway Co., Inc. for a broken back and other injuries suffered in a fall on a company bus Feb. 14, 1952.

The ruling upheld a verdict of a Garland County Circuit court jury.

The court also upheld Pulaski Probate court's interpretation of the will of Mrs. Rosa Rand De Mers, who left an estate of \$278,000 when she died last January.

Mrs. De Mers left only \$10 to her husband, A. N. De Mers.

She left \$5,000 to a friend, Mrs. Minnie Halliburton of Little Rock; an undivided ¼ interest in the estate to a sister, Mrs. Frank Oliver of Memphis; and a note, Anna Oliver Taylor also of Memphis; \$5,000 each to six nieces and nephews, including Grace Sherrod Hopper of Helena, and a ¼ interest to two brothers of her dead first husband, Charles Rand identified only as a resident of Massachusetts, and Henry Rand of Portsmouth, N. H.

Mrs. De Mers directed that if she had any remaining assets they be divided equally among beneficiaries, except De Mers.

It was on the interpretation of this later provision that the case reached the Supreme Court.

Henry Rand died before Mrs. De Mers and Probate Court held that the surviving brother, Charles Rand, was entitled only to an interest in the estate. Rand contended he was entitled to an interest.

Rand assured that the bequest to him and his dead brother was in the nature of a "class" inheritance and that he was entitled to the share which otherwise would have gone to Henry.

A majority of the Supreme Court upheld the Probate Court view in an opinion written by Associate Justice Minor Millwee.

Associate Justices Paul Ward and Sam Robinson dissented. They

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Secretary Says Plan Is Getting Wide Support

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Little Liz



A fellow driving an automobile is called a motorist—until he comes too close to you.

Secretary Says

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program yesterday, but Sen. Aiken (R-Vt.) on an NBC program termed the secretary "one of the most conscientious and capable public servants we've ever had in government."

Longer put it this way:

"I am wholeheartedly opposed to Benson's resignation. The big pack of big interests would like nothing better. The reason is that if Mr. Benson is made the goat as so many predict he will be, the President will have to name a replacement."

And if that happens, Longer continued, Benson's successor "would say to the farmers that it would take him six months to get acquainted with the job."

Then, in an obvious edge at Young, he said:

"Politicians now are trying to cloud the issue and by laying for Benson's resignation, they are hoping they can fool the farmers for another year until after the 1954 elections."

Young said on the TV show yesterday: "I don't think the farmers are nearly as stupid as they are made out to be."

Young said that if a Congress member would "stand up to him," he would "stand up to him." He said that if a Congress member would "stand up to him," he would "stand up to him."

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There is no reason to despair if you have a problem skin. By watching your diet, getting plenty of sleep and fresh air and by using medicated cleansers and lotions, you can banish blemishes and like on a real beauty glow. Of course, you can't accomplish anything overnight, so attack your problem with patience. This girl is cleansing her face with a medicated mask that is said to wash away excessive oil. She allows the mask a few minutes to take effect, then rinses off all traces

of the cream with lukewarm water, finishing with a skin-soothing water rinse. Then she applies lotion (lotion that is applied to the face after the skin has been cleansed). For a smooth finish, she applies it to her whole face after covering the blemished spots. She uses no cosmetics except lip-tint. At the school cafeteria (right) she enjoys a wholesome, non-greasy lunch consisting of salad, ranch-style milk and an apple. Before returning to class, she'll take time for another face cleansing.

Governors of West Backing Farm Plan

ALBUQUERQUE, N.M. — West-ern governors generally say they back the administration's farm policy but concede it may lead to political storms ahead.

"Certainly it will hurt political-ly," said Utah's J. Bracken Lee, "but I'd rather lose being right than win being wrong."

The chief executives — Republicans all-spoke up informally on the growing controversy over farm prices and Secretary of Agriculture Benson as they opened a two-day session. On the program are scheduled to talk about mining, highway financing, higher education and water and listen to a major address by Secretary of Interior McKay.

Lee led a group of governors recommending that President Eisenhower, however and Benson stand pat on their efforts to find a solution to the farm crisis.

"What hurts most," said Lee,

"is weakening within the Republican party itself over the issue. Certainly there is a party rift. If we stand to lose more by giving in to a loud minority than by standing firm on our principles."

Gov. Arthur B. Langbe of Washington said the attack on Secretary Benson "is a lot of Democratic wishful thinking."

"It takes time to go from right to wrong. What do they expect a man in such a short time. He's trying to find not the answer, but a step that will lead to stabilizing the situation without upsetting the entire economic picture."

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MRS. TUCKER 3 Lb. Ctn. 69¢

FOLGERS and MAXWELL HOUSE COFFEE 1 Lb. Can 89¢

DONALD DUCK FROZEN ORANGE JUICE 2 6 Oz. Cans 35¢

BANANAS 2 lbs. 25¢

ONIONS 3 lbs. 10¢

1 LB. PACKAGE FRANKS Lb. 39¢

VELVETA CHEESE 2 Lb. Box 87¢

PURE GROUND BEEF Lb. 33¢

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MARKETS

ST. LOUIS LIVESTOCK

NATIONAL STOCKYARDS, Ill. — Hogs 15,000; lambs and gilts 100 lb. up 100-120; lower than a week lower; heavy hogs 23-27; light hogs 14-15; 20; fryers or broilers 20-24; old roosters 16-20; ducks 12-15.

Cattle 10,000; calves 2,500; trading very slow; no early sales; few early sales cows and heifers largely steady to weak; bulls mostly 50 lower; vealers unchanged; few good to average choice heifers 10-20-25; utility and commercial cows 10-50-13-00; canner and cutter cows 8-10-10-50; light shelly canners down to 7-00; utility and commercial bulls 11-00-13-00; cutter bulls 8-10-10-50; good and choice vealers 6-10-20-00; limited number prime to 29-00; utility and commercial 12-00-18-00.

NEW YORK STOCKS — The Sotek Market was a shade higher today with a few soft spots appearing in the list.

Gains went around a point at the best and losses were held to fractions.

Trading was relatively restrained because of the holiday tomorrow for the New York election. All financial and commodity markets in New York will be closed.

Steels were a little lower, but they were the only major group among the better acting divisions showing a sagging tendency. were motors, railroads, oils, rubbers, and chemicals.

so concerned as some of their self-appointed spokesmen."

POULTRY AND PRODUCE

CHICAGO — Live poultry fully steady. Receipts 2,218; eggs, 1-1/2; paying prices unchanged to 1 cent; a good supply; heavy hens 23-27; light hens 14-15; 20; fryers or broilers 20-24; old roosters 16-20; ducks 12-15.

Butter steady; receipts 801,112; wholesale buying prices unchanged; 93 score AA, 68.5; 92 A, 68; 90 B, 67; 89 C, 61.75; cars 90 B, 67.25; 89 C, 64.75.

Eggs weak; receipts 12,772; wholesale buying prices unchanged to 2 cents a dozen lower; U. S. large, 50-51; U. S. mediums, 39; U. S. standards, 43-45; current receipts, 42; dillies, 40; checks, 38.

GRAIN AND PROVISIONS

CHICAGO — Strength in soybeans and a brief buying flurry in oats featured dealings in grains on the Board of Trade today.

All soybean contracts except November rose a new seasonal high, reflecting firmness in soybean oil.

Oats moved ahead around a cent at one time on unconfirmed rumors the tariffs commission would restrict imports of Canadian oats during the winter months.

Wheat 1.50-1.55; corn 7-7-1/2; lower December 1.47-1/2; corn 7-7-1/2; higher December 78 - rice 67-1/2; higher, December 1.25 and soybeans 2 to 2 1/2 higher, November 2.75.

Officers in Kidnap Case in Hawaii

WAHUKU, T. H. (UP) — Louis Shoulters, who quit the St. Louis, Mo., police force after crackling the Greenpeace kidnap case, looked for a chance "settle down" in the Hawaiian Islands today with his family, whom he wants to marry.

Shoulters and the bandits, June Marie George, arrived at Honolulu by plane Saturday night under assumed names. They spent the night in a Honolulu hotel and flew yesterday to this town on the island of Maui southwest of Oahu in the Hawaiian chain.

Shoulters, who is separated from his present wife, said he hoped to get a divorce in Hawaii and marry Miss George. He said he came here because he "wanted to be alone" and to visit his son, Bruce, who is a Civil Aeronautics Administration employee on Maui.

Shoulters and Miss George flew from Los Angeles under the names "Sherman Woodlaw" and Mrs. Mae H. Rossi" with Long Beach, Calif., as their address. By the time their plane reached Honolulu, however, their true identity was known.

At least four FBI agents wearing loud idola shirts were among the crowd at the airport when the plane arrived. reporters and photographers also were ready to greet them.

22 Prisoners Scared to Return Home

By JAMES MORRISSEY
PANMUNJOM, Korea, (UP) — Communist political agents have browbeaten 22 unrepatriated American war prisoners with ugly death threats and weird promises until they are a "bunch of scared kds" afraid to return home, highly responsible quarters said today.

Only three of the GI's labeled by the Reds as pro-Communists "really believe in communism," these sources said.

Fear, threats and blackmail hold the others back from their loved ones.

A revealing and graphic picture behind the bamboo curtain which hides 22 lonely Americans from their fellow countrymen was drawn by sources who cannot be identified but which have obtained first-hand knowledge of life in the "pro-Communist" prison camp.

These sources said Red agents

High Court

Continued from Page One

held to the theory that Mrs. DeMers intended to give an undivided interest to the two brothers and not an undivided "a interest to each."

A boundary line fixed by the Union Chancery Court between property owned by E. A. Elland and property owned by Parkers Chapel Methodist Church was approved by the Supreme Court.

Elland had appealed the lower court verdict.

Talmadge Says Race Issue Could Backfire

By JACK BELL

HOT SPRINGS, Va. (UP) — Gov. Herman E. Talmadge of Georgia declared today that the Supreme Court decision to end racial segregation in Southern schools would be "nothing less than a major step toward national suicide."

Talmadge, chairman of the Southern Governors' Conference, said any such "political decision" by the high court would involve "the most fanatical sociological calamity in our national history."

"Nothing could injure our national strength more than a blatantly unconstitutional and wholly unrealistic ruling by the Supreme Court outlawing state control over education," he said in an address prepared for the opening session of the Southern governors' annual meeting.

"Every person of reason knows, and the court should take judicial notice of the fact, that we are making unprecedented progress in the South, and, let alone, we can work out our own problems within the proper sphere of state authority."

Thirteen governors of states below the Mason and Dixon Line were on hand for a meeting with the Southern Regional Education Board prior to an afternoon roundtable discussion of state school system problems.

The Supreme Court has scheduled December hearings on racial segregation cases which have aroused most of the Dixie govern-

ment have warned the Americans they will be "pumped dry" and then "dumped off" by the Federal Bureau of Investigation if they return to the United States.

But the Communists have promised them a life of ease, luxury and leadership if they remain behind the Iron Curtain.

"The Reds have offered them free travel and Chinese wives. Or if they wish, the Americans can request their own families to join them and the Communists will make all arrangements."

Some of the information revealed by these sources matched reports given by Cpl. Edward S. Dickenson, the 23-year-old Virginian who left the "pro Communist" camp two weeks ago and returned to the U. N. side.

How to Make Heartburn "GO"

almost as fast as it came

Too much acid causes heartburn, sour stomach, gas. But Tums get rid of excess acid almost before it starts. They can't over-alkalize your stomach — or cause acid rebound. That's why millions always carry Tums in pocket or purse — for convenient top-speed relief from heartburn and gassy pressure pains. Minty. Pleasant-tasting. Get Tums today.

See only 5¢ a Box

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TUMS

TUMS

TUMS

Swallow Open Safety Pin

ST. LOUIS (UP) — Little Michael Larry Doran sent home from the hospital today unharmed after an open safety pin he swallowed was removed from his stomach in a three-stage, half-hour operation.

The child, 17-month-old son of Mr. and Mrs. Ray Doran, swallowed the one-inch pin while his mother was changing his diaper Saturday night.

Doctors found the pin had lodged behind the voice box in his throat. They first eased the open pin down the esophagus into his stomach, a distance of about eight inches. Then they tried to close the pin so it could be safely brought up from the stomach, but stiffness of the pin caused the catch to break off.

Finally the broken pin was retrieved from the stomach with a forceps. Doctors said the child, who was under anesthesia during the operation, could have been seriously injured if the pin had punctured his voice box, esophagus or stomach.

The Great Barrier Reef near Australia is believed to be the largest continuous mass of coral in the world — 1,100 miles long.

There have been moves in South Carolina toward setting up a private school system if the court holds that Negroes must be admitted to white schools.

TUESDAY IS VALUE DAY

ONE DAY ONLY!
WE WILL GIVE YOU

\$2.00

FOR YOUR OLD HAT

Regardless of Condition

Men don't miss this value offer. We will give you \$2.00 for your old hat regardless of age or condition on any NEW MALLORY OR RESISTOL hat you buy. Priced from...

\$10.00 \$12.50 \$15.00

Come in and get yours Tuesday

HERBERT BURNS

Store for Men and Boys

Value Day Specials

FOR TUESDAY NOV. 3

EXTRA SPECIAL
4 pc. Range Set
1 — Range Jar
1 — Cover
1 — Salt Shaker
1 — Pepper
99¢

EXTRA SPECIAL
Porcelain Top Kitchen Tables
These are 22x27 size and on special for Value Day Tuesday
\$4.95

ONLY 7 PORCELIN TOP KITCHEN TABLES \$2.00

These are 25x40. Damaged Each

No. 162 **BOOKCASE BED AND DOUBLE DRESSER \$99.95**

Regular price \$149.95. Tuesday only

No. 5380 **BOOKCASE BED AND DOUBLE DRESSER \$109.95**

Regular price \$159.95. Tuesday Only

Solid Rock Maple Bedroom Furniture

DOUBLE DRESSER and MIRROR . . . \$39.00

BOOKCASE BED . . . \$39.00

DOUBLE CHEST . . . \$39.00

Complete Suite Only . . . \$117.00

Also the following pieces are available

Desk & Chair . . . 39.00

Chest . . . 29.00

Night Stands . . . 9.95

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Value Day Specials

TUESDAY ONLY AT WEST BROS.



42 x 90 CHROMSPUN PANELS

Eastman color locked acetate panels. Fast color, long life, and easy care. White, Rose, Maize, Blue and Red.

For Value Day **\$1.00** Each

Tuesday

NYLON HOSE

Don't miss this buy! 51 and 60 gauge nylons for Value Day Tuesday only. Irregular.

2 Pairs \$1.00



WEST BROS.

HOME OF GOOD VALUES

2nd & Main

Hope, Ark.

SOCIETY

(Printed Between 3 A. M. and 4 P. M.)

Calendar

Monday, November 2

The Hope Band Auxiliary will meet Monday night, November 2, at 7:30 p. m. at Cannon Hall. The executive committee will meet at 7 o'clock.

Circle 3 of W. S. C. S. of the First Methodist Church will meet at the home of Mrs. Garrett Story on Monday afternoon, November 2, at 3 o'clock. Mrs. Johnny McCabe will be associate hostess.

Tuesday, November 3

The Alpha Delta Chapter of the Delta Kappa Gamma Society will meet with Mrs. P. L. Perkins on Tuesday, November 3, at 7:30 p. m. Miss Gwendolyn Dean will be associate hostess.

Garland Brownie Troop 3 will meet Tuesday afternoon, November 3, immediately after school at the Little House a Fair Park. Hostess will be Betty Bryant.

Popular Grove 196 will hold its regular monthly business meeting in the WOW Hall at 7:30 p. m. Tuesday, November 3.

Wednesday, November 4
The Gardenia Garden Club will meet in the home of Mrs. J. M. Hogg on East 14th Street, Wednesday, November 4, at 2:30 p. m. Co hostesses will be Mrs. T. H. Webb and Mrs. Frank Russell.

Friday, November 6

The United Council of Church Women will meet at the First Christian Church Friday, November 6, at 2:30 p. m. to observe World Community Day. Mrs. C. V. Noma, Sr., program leader, will use as her theme "Building Lasting Peace" and Mrs. Jim McKenzie will assist her. A special solo will be rendered by Mrs. Haskell Jones. Women of all denominations are invited and asked to bring a package of household linens wrapped and tied for a box to be sent overseas.

Coming and Going

Miss Faye Black of Texarkana spent Sunday afternoon in Hope.

Mr. and Mrs. Lloyd Kinard have returned from Temple, Texas where they stayed for a week.

Mr. and Mrs. Cecil Smith and Mr. and Mrs. Ray Smith spent the week end in Little Rock and attended the Arkansas - Texas A&M Football Game, Saturday night.

Little Miss Judy Nash left Sunday for a few days visit with her father in Nacogdoches, Texas.

Bobby Phipps returned to Henderson State Teachers College after a week end visit with his parents.

Mr. and Mrs. Roy Berry and Minella spent Friday in Hot Springs.

Guy Watkins and Joe Polk attended the Arkansas - Texas A&M Football Game in Little Rock, Saturday night.

Bert Chamberlain who is attending Southern State College spent the week end with his parents, Mr. and Mrs. Bert Chamberlain, Sr.

John Nash left Sunday for Nacogdoches, Texas after spending Friday night and Saturday with his mother, Mrs. Wood Nash, and his sisters. He was accompanied back by his mother who will spend a few days there.

Robert McCullough has returned to Henderson State Teachers College at Arkadelphia, after spending the week end with his parents, Mr. and Mrs. James L. McCullough.

Hospital Notes

Julia Chester
Admitted: Mrs. Earl Summers, Rt. 2 Hope Mrs. Willie Shepard, Patience Norman J. Cox, Hope.

Discharged: Mrs. Avery Morrison, Rossion, Mrs. M. L. Aterbury and son, Rt. 4 Hope.

Branch
Discharged: Buelah Thomas, Hope.

Arkansas Justice to Serve on Board

VALLEY FORCE, Pa. (AP) — Chief Justice Griffin Smith of the Arkansas Supreme Court was one of 32 persons named today to select recipients of the 1953 Freedoms Foundation awards.

Dr. Kenneth D. Wells, president of the foundation, said the 32 will serve on the National Awards Jury. The winners will be announced here Feb. 22, 1954.

Rephan's Store at Spa Is Robbed

MORRILTON (AP) — State Police Sgt. O. W. Bowden said today that burglars entered through the attic of Rephan's store and looted a safe of \$1,800 over the weekend.

DRIVE-IN THEATRE
Main & Country Club Rd. — Open 6:30

FINAL NITE
JANE RUSSELL Montana Belle

TUES. & WED.
ROSALIND RUSSELL "NEVER WAVE AT A WAC"



Most end-of-the-day weariness, we are told, is due to bad posture. So take stock of your stance, particularly if your career is home-making. Do you hold your back straight when sitting? This housewife (left) sits on a chair that cradles the small of her back. She'll use it while washing dishes and preparing vegetables, too. Young matron (upper left center) demonstrates the correct method of getting out of a car. Putting right foot first, she throws the weight of her body on it as she

draws her left leg forward. Then (lower left center) she shows wrong way to get into car. Leaving her left leg dangling, she puts her right leg in and braces her arms on seat and dashboard in an effort to drag her body in. She should have put her left leg in first, sat down and then drawn in right leg. With bundles gripped under her arms (right center), her weight is thrown off balance. With them at her sides (right) she achieves perfect balance and can stroll along posture-perfect, relaxed, graceful.

DOROTHY DIX

Dear Miss Dix: This problem involves two lifelong friendships, so I hope you can offer some advice to save them. My girl friend and I recently married two young men who had also been friends for many years. We were all pleased with the arrangement. My husband, Gary, and I thought we had the beginning of a pleasant social life. Low and behold, however, Edith, my friend, suddenly took a terrific dislike to Gary, and is highly disturbed whenever the two men are together. She insists they are discussing her personal affairs, when nothing could be further from their minds. We have now reached the point where family visits are matters of tension instead of relaxation. Edith's husband seems afraid to be with us. He never calls my husband for lunch anymore, and almost seems too avoid him when they do meet accidentally. Have you any suggestions?

Answer: Time, that good old healer of wounds, will undoubtedly bring a solution—if you have the patience to wait. Edith simply has never recovered from infantile possessiveness. Anything that belongs to her must be hers entirely and exclusively. She looks upon her husband as a child does a favorite doll, and since he is HERE, no one else can snatch him for a moment. As time marches on she may have the good fortune to see the error of her ways, to realize

that her type of emotional greed repels, rather than holds, a man. When trouble enters the home, as it is certain to do, she'll have a great need for friends, since she is not the type to bear misfortune alone.

In the meantime, if you can possibly get to her and point out how dangerously she is living, some sense may permeate through her warped consciousness. Latched in an unhappy marriage, Edith's man is bound to seek sympathy elsewhere, sooner or later.

realize how deeply a wife is hurt by such careless or thoughtless bluntness. It will take a bit of patience and behavior, you will understand the reason for your wife's present at-

Answer: If anything is to be done by the unfortunate husband or wife outsiders can do little in such matters. As the man and woman won't even try to be fair to the affair, it can be no secret from their spouses, who should take the necessary steps to protect their children.

Dear Miss Dix: Some time ago I made an excuse to my wife, and visited an ex-girl friend in another city. My wife was very hurt when she found out. Don't you think she's being unreasonable? P. E.

Answer: If you would stop to

Dr. Covington New Law School Dean

FAYETTEVILLE, (AP) Dr. John T. Caldwell, University of Arkansas president, has announced the appointment of Dr. Joe E. Covington as dean of the school of law. Covington, university professor, will assume the new post Feb. 1. Caldwell said Dr. Covington would continue to serve as provost until the first of June, then devote full time to the law school.

An increase of 36 per cent in world food production would be needed to meet the most pressing needs of the world's people, according to an estimate by the Twentieth Century Fund.

feelings; but since you are the culprit, the least you can do is show consideration now.

Non Cancellable

Accident, Sickness and Life Insurance. Buy insurance from reliable Local Representative.

VELMA GOSS
Dad's Hamburger Stand
Phone 7-5873

NOTICE

Effective as of today, November 2, 1953, I have sold my floral business to

HOPE NURSERY & FLORAL COMPANY

(Bonded Member of F. T. D. A.)

Mr. and Mrs. Roy Stephenson

To My Friends and Customers, I Say

THANK YOU!

For your fine patronage and good will through the twenty-nine years I have been in business. I hope that you, my customers, will give the Stephensons the same confidence and support that you have given me.

Ruby H. Brannan
FLORAL HILL GARDENS

TODAY & TUESDAY

Tony CURTIS
Janet LEIGH

His Death-Defying Feats Astounded the World... Her Love Was His Great Magic!

HOUDINI

Hollywood's Most Romantic Real Life Couple!

with TORIN THATCHER

VALUE DAY SPECIALS

\$1.39 and \$1.50 Majud & Birkshire

NYLON HOSE

Discontinued shades and all sizes. Close Out

\$1.00

20x40 First Quality

BATH TOWELS

Cannon. In pastel colors

3 for \$1.00

Guest size to Match 4 For 1.00

36 INCH HEAVY

BROWN DOMESTIC

19c yd.

Boys

SWEAT SHIRTS

Heavy fleece lined. White and colors. Sizes 10 to 16

88c

Men's 8 Inch Pull On

LEATHER BOOTS

These are regular \$12.50 leather boots. Now

\$8.00

BOYS \$2.95 WHITE

DRESS SHIRTS

French cuff shirts with links. Sizes 8 to 14.

\$1.65

Lewis-McLarty

Hope's Finest Department Store

HOPE VALUE DAY

OUR SPECIAL

COSTUME JEWELRY

Our Regular Stock ALL \$1.00 ITEMS

67¢ Plus Tax

ALL \$2.00 ITEMS

\$1.67 Plus Tax

HOPE VALUE DAY

SPECIAL

100% All Wool

COATS

Regular \$49.98

\$30.00

SAVE \$20.00

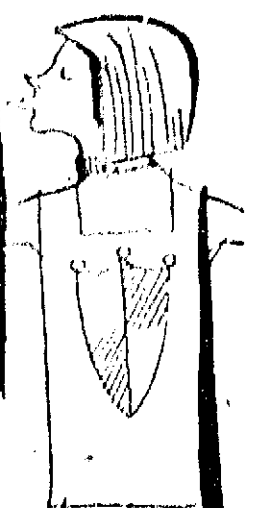
Montone Tweeds in Beige, pink, and gold. Good size assortment. Ideal weight for our climate.

Vogue


2nd and Main St.

14 Violent Deaths in Arkansas
By The Associated Press
Arkansas violent deaths toll for the week ended last midnight rose to 15 when 11-year-old Mary Ann Hays of Russellville died last night of injuries suffered in a car-truck collision. She was the grand daughter of Mrs. and Mrs. Lee Hays of near Russellville, the grandparents and three other persons were injured in the collision on Highway 61, three miles west of Mountain yesterday. Mary Ann died in a Mountain hospital.

VALUE DAY SPECIAL FOR TUESDAY ONLY



the smart suede pump



Life stride®

The classic sling pump set off with lush grosgrain ribbon trim. Placed in a clever asymmetric design, it gives an added look of elegance to the deep black suede.

Regular \$8.95
Special for VALUE DAY
5.49

Extra Special... for Value Day
With each pair of Buster Brown or Robin Hood Children's Shoes sold we will give 2 pairs (2) of **Buster Brown Sox FREE**
ONE DAY ONLY — TUESDAY, NOV. 3

BURKE'S SHOE STORE
112 W. Second Phone 7-2211

VALUE DAY SPECIALS
Money-Saving Values for Value Day in **MILLINERY** **1.00**
Angora Head-Huggers. In a variety of colors and styles. Regular 1.98 values

See Our Nice Selection of **FALL VELVET HATS** **1/2 PRICE**
All the popular colors for Fall. Reduced for Value Day

FALL AND WINTER DRESSES
Real Value Day Specials. Values from \$10.95 to \$19.95
\$7.95 \$12.95 \$14.95

HANDBAGS
A few styles in winter handbags. Good selection of materials, colors and styles
\$2.00 and \$3.00
Plus tax.

THE FASHION SHOP
108 S. Main (The Little Shop With a Lot of Style) Phone 7-5850



This young lady's bedroom is warmed quickly on a cold morning with a compact, portable, electric heater which can be tilted at any angle.



TUNING IN A HEART Johnny Ingram's heart is being "broadcast" through an electro-phonograph machine to anxious listeners. Janet Cahill, R. and members of the Chicago, Ill., Variety Club. The organization donated the machine to the medical staff of the La Rabadie Jackson Park Sanatorium.

Dean of American Jurists Succumbs

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Adenauer Group Uproots Socialists

HAMBURG, Germany (AP) — Chancellor Konrad Adenauer's "Hamburg bloc" uprooted the Socialists today from their stronghold here in Hamburg state elections which also swept the federal government's hand for pushing through its official returns from yesterday's voting gave the bloc-Christians Democrats, Free Democrats, the G-Party and the Refugee party—62 of the state Parliament's 120 seats. The voters also ousted the Sovietist state governor, Minister President Max Brauer, in favor of an Adenauer man who will have the power to appoint the state's three representatives to the upper house of the federal Parliament.

Observers Eye Elections in Three States

By The Associated Press
Observers anxious about which way the political winds are blowing will be holding up fingers to monitor the elections of New Jersey, Virginia and New York City.
New Jersey and Virginia elect governors. There is also a special House election in New Jersey's 6th District. New York picks a new mayor, as do a number of other cities, including Pittsburgh, Cleveland and Little Rock.

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KXAR
HEART OF HOPE
1490
ON YOUR DIAL

Monday
5:00 Hobby Hens — M
5:30 Wild Bill Kook — M
5:55 Headline News — M
6:00 Let's Go To The Movies
6:15 Evening News
6:25 Sports Review
6:30 Gabriel Heatter — M
6:45 Percy Como Show — M
7:00 Inside Story
7:15 Outdoor Review
7:25 Tom Mull
7:30 Counter Spy — M
8:05 Sport Ten — M
8:15 Three Suns — M
8:30 Repetition Roundup — M
9:00 Frank Edwards — M
9:15 Put it to Pat — M
9:30 Land of the Free
10:00 KXAR News
10:15 ON Highlights — M
10:20 Coke Time — M
10:30 Dance Orchestra
10:55 Let's Look At The Weather
11:00 Sign Off

Tuesday
5:47 Sign On
5:00 Rhythm Roundup
6:15 News & Markets
7:00 Alarm Clock Club
7:25 Sports Review
7:30 Breakfast News
7:35 Calendar of Events
7:45 Morning Devotional
8:00 Robert Barclay News — M
8:15 Anniversary Club
8:30 Musical Varieties
9:00 Strength For The Day
9:15 Listen Ladies
9:30 Headline News — M
9:35 Doris Day Show
9:50 Spotlight Features — M
10:00 Ladies Fair — M
10:25 Headline News — M
10:30 Queen for a Day — M
11:00 Cart Massey Time — M
11:15 Capital Commentary — M
11:20 Test Time
11:30 Farm Fair News
11:40 Church Calendar
11:45 Meet the Music Makers
12:00 KXAR Noon News
12:15 Fatty Arnold Show
12:30 Know Your Bible
12:45 Market Reports
1:00 Bible Lesson
1:15 Nashville Hour
2:00 Livestock Com. Auction
2:30 Ralph Flanagan
2:45 Spelling Bee
3:00 Wonderful City — M
3:30 Welcome Ranch — M
4:00 Cassin Carroll Calling
5:00 Sgt. Preston of Youkou M
5:30 Sky King — M
5:55 Headline News — M
6:00 Lots of to the Movies
6:15 Evening News
6:25 Evening Sports
6:30 Gabriel Heatter — M
6:45 Trus Moody — M
6:50 Bonnie Lou and Her Boys M
7:00 Inside Story
7:15 Here's to Veterans
7:30 High Adventure
8:00 Bill Henry News — M
8:05 Sports Ten — M
8:15 Three Suns — M

HOPE VALUE DAY

YOU ARE ASSURED OF REAL VALUES SHOPPING AT — — —

FABRICS

Suiting and dress weights — New patterns — new shades.
REGULAR PRICE . . . \$1.39 to \$1.98
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\$1.00 Yard

SHIRTS

A GROUP OF NATIONALLY ADVERTISED MEN'S WHITE SHIRTS
Most sizes and sleeve lengths. Short and regular collar styles
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GOOD VALUE DAY ONLY — TUES., NOV. 3rd 1953
THIS COUPON IS WORTH \$10.00
on the purchase price of any Ladies Coat or Suit priced regularly at \$45.00 or more, and is Worth \$5.00 on the purchase price of any Coat or suit priced at less than \$45.00. GOOD VALUE DAY ONLY
at HAYNES BROS. in Hope, Ark.

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REPHAN'S
VALUE DAY SPECIALS FOR TUESDAY ONLY
HEAVY 5% WOOL DOUBLE BLANKETS
These are full double bed size blankets. Rayon binding. Regular \$4.98 values.
VALUE DAY PRICE ONLY
3.00

PEQUOT TYPE 130 MUSLIN SHEETS
Buy a supply of these sheets. They're 81x99 size and at this special low price for
VALUE DAY ONLY
1.77 Each

REPHAN'S
YOUR FRIENDLY DEPARTMENT STORE
FRED ROBERTSON, Mgr.

HOPE VALUE DAY
Haynes BROS.

FABRICS
A GROUP OF COHAMA AND BURLINGTON 44 45 INCH RAYON
Suiting and dress weights — New patterns — new shades.
REGULAR PRICE . . . \$1.39 to \$1.98
VALUE DAY ONLY
\$1.00 Yard

SHIRTS
A GROUP OF NATIONALLY ADVERTISED MEN'S WHITE SHIRTS
Most sizes and sleeve lengths. Short and regular collar styles
REGULAR PRICE . . . \$2.25 to \$2.95
VALUE DAY ONLY
\$1.49 Each

Coast Now Has No Team Unbeaten

NEW YORK, N.Y.—Monday's football wash:

Football not only bounce funny, they also squirt. . . . Fumble were dropping all over the premises Saturday and played an important role in the day's major surprises. A dropped football set up one of Oregon's two touchdowns in the 13-7 shocker over Southern Cal. . . . Yale lost six fumbles to Dartmouth and three of these miscues resulted in touchdowns in the 32-0 victory for the previously winless Indians. . . . Purdue, conqueror of Michigan State a week ago, fumbled seven times, lost the ball six of these occasions and wound up 21-0 loser to Illinois. . . . There were eight fumbles, four on each side, in the Army-Tulane scoreless tie at New Orleans. . . . TCU fumbled stopped two drives and gave Baylor one touchdown in the latter's 25-7 triumph at Waco. . . . The day's biggest honors, however, went to South Carolina, which lost the ball nine times against Maryland, and to Clemson, guilty of eight fumbles against winner over Wake Forest. . . . Science in the last year or so has produced a new chemically-treated fumble-proof sphere, but the things still have a tendency to squirt when a player's hit by a bone-rocking tackle.

Frank Leahy's illness may produce a new fad in coaching. . . . The South Bend master mind watched the Navy game on television and communicated with the assistant coaches by telephone. . . . He acknowledged he could detect his team's errors better from the 21-inch screen than from the coaches' bench at the field and the Irish proved the effectiveness of this system by crushing a good Navy team 38-7.

Mighty Mary and never has used its first team more than a half in any game. . . . If the Terrapins ever happen to have a tough game, the regular might demand time and a half for working overtime.

West Virginia had to block a punt and recover it in the end zone to keep the present longest victory streak alive at 12 games with a 20-19 squeak over Penn State. . . . How about a frustration bowl post-season game for Salem West Va., which hasn't won a game in over three years, and Brooklyn College, loser of 22 in a row. . . . Iowan Wesleyan won a



SCREENING-IN THE ENEMY—Neinz Nacke, former officer in the German air force, demonstrates his system designed to help improve marksmanship. A film of enemy soldiers is projected on a screen complete with sound tracks to simulate a realistic effort. After the enemy fires, Nacke returns the fire. When a bullet hits the screen the projector stops. The film is illuminated from behind to show where the bullet hit.

pitchers' battle over William Penn 103-0, and remember Mississippi Southern. The team which whipped Alabama at the start of the season got a smaller headline this week as it bowed to Memphis State 27-13. Colorado's Ronnie Jackson had the day's longest run, a 94-yard kickoff return in a 41-34 victory over Iowa State. . . . But you don't have to exert yourself that much to win football games. . . . Ask place kicker Quimby Hines of William & Mary. . . . His field goal in the first game of the season beat Wake Forest 16-14. Saturday his placement conversion was the margin in W & M's 7-6 verdict over North Carolina State. . . .

Boyle

Continued from Page One

or choekers," he said "each test manager is on his own. When people know you really trust them, you don't run into much dishonesty. . . . They could cut my throat, but they don't do it. God has been good to me in gathering around me the people he has. . . . The big, ruddy-faced, white-



SLUMBER SONG—Looks as if they're singing a duet, but the young lady is asleep and the fish is beyond singing—if he ever could. Camera caught the odd twosome when the tired fisherman drowsed off while coming in with her catch from the waters off Greenport, Long Island.

thatched executive runs his firm like a family patriarch, likes his employees to bring their personal troubles to him.

"My own lack of vision has given me insight into other people's problems," he said. "To understand another person's troubles you have to have troubles of your own."

Hayes visits some 275 of his stores each year, feels he can identify nearly 3,000 of his "associates" by their voices. He has stubbornly refused to learn Braille, leans heavily on his wife who on a recent trip to Florida wrote back 750 personal postcard messages he dictated.

"She is both my eyes and my right arm," he said. Hayes is deeply religious. "I visit my church every morning," he said, "and kneel and thank God for giving me what he

has, and for carrying me along this tough old road. I love life, I love people, I enjoy every day, and I never want to retire."

The close relationship he now has with thousands of friends and "associates" is worth more, he feels, than the gift of sight.

"If I could see again, by some miracle," he said, thoughtfully, "I would have to start a new life. Everybody would say, 'Oh, he can see,' and it would make a difference between us. No, it wouldn't be worthwhile."

He prefers the eyesight of his heart.

There were about 6,100,000 cars and trucks on U. S. farms in 1950.

Bond Issues Face Voters in Few Cities

By The Associated Press

City governments and proposed bond issues will face the test of public approval throughout Arkansas in general municipal elections tomorrow.

Voters will elect a mayor in two of Arkansas' major cities Little Rock and Hot Springs and political differences and financial matters also will be settled in other

Arkansas localities.

In Little Rock, the Democratic organization is trying to overthrow incumbent Pratt Remmel. Remmel won a surprise victory two years ago to become the first Republican mayor of the capital city for more than a half century.

The Democratic candidate is Alderman Aubrey Kerr.

Remmel says he deserves reelection on the basis of his first term accomplishments — accomplishments the Democrats declare have been practically nil.

Little Rock voters also will decide on a \$120,000 bond issue for purchase of additional property for a public library. Opposing Mayor Floyd Housley

of Hot Springs for a third term are:

L. A. Westmoreland, president of the Hot Springs School Board, and Lloyd Bowman, former head of the now abolished Rent Control office of the resort city.

The candidates are running without party labels.

Benton Man Hurt in Plane Crash

LITTLE ROCK (AP)—W. R. Steele, 27, of Benton, was hurt critically yesterday when a single-engine two-place Aeronca Civil Air Pa-

ne crashed near here. Capt. Don Barnett, 33, of Little Rock, suffered a gashed forehead and cut lips.

Veterans Administration Hospital attendants said Barnett was on active duty with an Arkansas Air National Guard unit.

A witness, Mrs. Dorothy O'Hart, said she saw the plane gliding over a field with a dead engine when it suddenly dipped and nosed into the ground.

The plane crashed into a farm-

ing area about 18 miles northeast of here. A Civil Aeronautics spokesman said the plane was on a routine flight. It was unknown which of the men was piloting it.

PENNEY'S
ALWAYS FIRST QUALITY

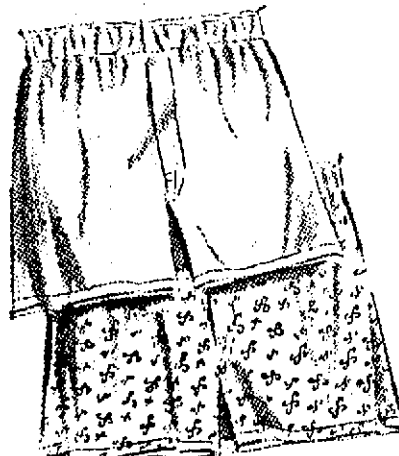


CORDUROY SPORT COATS

- Every Coat Perfect!
- Lots of Colors!
- Sizes 34 to 46!

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HURRY! HURRY!



MEN'S BOXER STYLE NYLON SHORTS

- Long Wearing Waist Bands!
- Whites! Solid Colors!
- Smart New Prints!
- Quick Drying Nylon!
- Sizes 28 to 42!

\$1 PR.

DOORS OPEN 9 A. M.!

HERE THEY ARE! REMNANTS

- Finest Selection Yet!
- Come Early For Choice!
- You Know the Quality!

1/2 PRICE

PLENTY OF WOMEN'S WOOL JERSEY BLOUSES

- All Sizes and Colors!

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USE OUR LAY-A-WAY! 18" DOLL DARLING WITH WASHABLE HAIR

5.90

A dream of a doll at Penney's! Your "little mom" can wash this darling's saran hair, cuddle her soft latex body. Prettily dressed in white nylon touched with lace, she's a wonderful gift!

SAVE! SAVE!

HOPE VALUE DAY

PENNEY QUALITY IS YOUR GREATEST SAVING!



OUTSTANDING SPECIAL BUY!

HURRICANE LAMPS

- White, Pink or Blue!
- Beautiful Crystal Base!
- Each Lamp 14 1/2 Inches Tall!
- Buy for Yourself — For Gifts!
- Doors Open at 9 A. M.!

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FLASH! SCOOP! PINWALE CORDUROY

- All Full Pieces! 36" Wide!
- 10 New Colors! Perfect!
- Hurry For Your Choice!
- A Real Penney Value!

77¢

DOORS OPEN AT 9 A. M.!

"THE BIGGEST LITTLE STORE IN TOWN"

VALUE DAY

SPECIALS FOR TUESDAY!

You'll enjoy shopping at Foster's on Value Day and any other day. Come in and see the real values we have in shoes for the entire family.



WEDGE HEEL

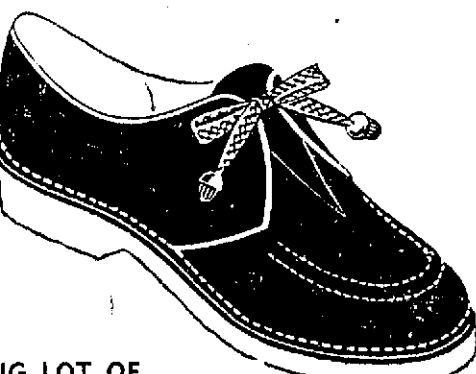
as shown in brown retan with cork and rubber sole. For Value Day

\$3.99

SMART OXFORD

as shown in Grey Suede also black suede. Special for Value Day.

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ONE BIG LOT OF CHILDRENS CORDUROY HOUSE SHOES

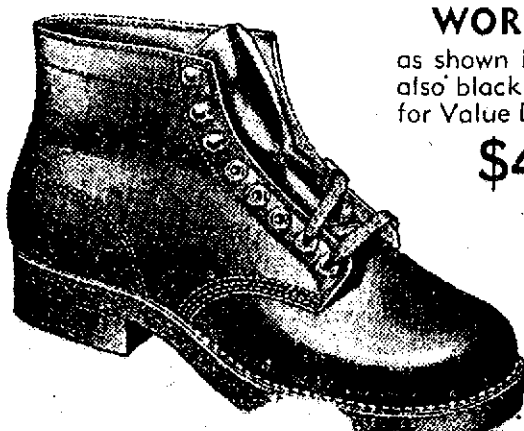
Sling back style. Sizes 9 thru 3. Special for Value Day.

\$1.00

WORK SHOES

as shown in brown suede, also black suede. Special for Value Day

\$4.90



FOSTER'S FAMILY SHOE STORE

"Where Good Shoes are Fitted Correctly" 113 E. 2nd Corbin Foster Phone 7-6700

BARRY'S VALUE DAY SPECIALS

For Tuesday, Nov. 3

Maxwell House & Folgers

COFFEE

Lb. 89c

Extra Special Pur A Snow

FLOUR

50 Lb. Bag 3.00

A Value Buy

Picnic Hams

Lb. 45c

Fresh Dressed

FRYERS

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Grocery & Market 111 S. Main Phone 7-4404

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WANT AD RATES

All Want Ads Are Payable in Advance. Not Ads Will Be Accepted Over The Telephone. All Advertisements Must Be In Office Day Before Publication. Understanding The Amount Is Payable When Statement Is Rendered.

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21 to 30	.75	1.60	2.50	7.50
31 to 40	.90	1.80	3.00	9.00
41 to 50	1.05	2.10	3.50	10.50
51 to 60	1.20	2.40	4.00	12.00
61 to 70	1.35	2.70	4.50	13.50
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PHONE 7-3431

HOPE STAR

Star of Hope, 1953, Price 1953
 Consolidated January 18, 1929

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 Six Months 4.50
 One Year 8.00
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FOR THE best hunting in the state
 of Arkansas, write Floyd Jones,
 Caddo Gap, Arkansas, for reser-
 vations and information now.

SUBSCRIBE: Texarkana Gazette,
 Daily Sunday, \$10 weekly. Com-
 plete sports, latest news. Daily
 Hurstfield, Phone 7-6101, 6-30-1m

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YOUNG Bookkeeping or payroll
 clerk Ellenbeth Thompson, Phone
 7-2281.

Female Help Wanted

LADIES: \$50 Weekly, spare time
 making studio roses at home.
 Easy. Looks, smells, real. Write
 STUDIO ROSE CO., reenville,
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Custom Tailored

Clothes
 They Fit and Wear Longer
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BODY & FENDER SHOP
 709 Margaret St. Res. Phone 7-3587
 Just Off Old Main St. 7th West
 All Types Insurance Recognized,
 All Work Guaranteed at Reason-
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AUTO GLASS REPLACED
 We replace glass with original
 equipment and recognize all in-
 surance claims.

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Refractometer into laboratory
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3 LARGE room furnished apart-
 ment. Private bath. 203 JHB
 Street. Phone 7-3431. 0-6-1f

4 ROOM unfurnished apartment
 with bath. Bills paid. 721 North
 Harvey. 27-0f

UNFURNISHED apartment. Close
 in. Adults only. Phone 7-5551. 27-0f

A VERY nice 3 room furnished
 apartment. Varnish. Garage. Util-
 ities paid. Close in. Phone 7-4466.
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NICE 3 room apartment. \$20 monthly
 plus 1/2 utilities. Shaving
 bath. 616 W. 4th. 7-3152. 0-30-1f

FURNISHED 4 room apartment.
 \$35. 1 block from Barlow. Phone
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10 GAUGE Browning Automatic.
 Shot five boxes shell. \$100 gun
 and case. Phone 7-4518. 0-30-1f

125% ACRE farm. Large modern
 house. Two large feed barns. One
 acre in pond stocked with fish.
 Three-year old springs. Six
 miles south on Lewisville road.
 Jack Hockabeck. 31-0f

BABY bed and high chair. Pri-
 vately used. 304 E. 14th. Phone 7-
 2630. 2-2f

Instructions
 TAP AND Aerobic Lessons. Also
 Nursery and Kindergarten with
 Tap Lessons. 104 E. 14th. 7-3227.
 0-9-1m

Wanted
 WAITRESSES. Apply Oaks Cafe,
 Highway 67. West on Monday,
 November 2. 30-3f

Real Estate for Sale
 WITH \$300.00 cash you can own
 this three bedroom home with
 den. Balance like rent. Needs
 some repairs but nothing a good
 "man about the house" can't do.
 Immediate possession.

Ideal for chicken ranch and truck
 farming one-fourth mile from
 High School. Modern five room
 house extra good workshop and
 garage. All modern utilities.
 small lake fine for irrigation and
 fishing. Good pasture. Immediate
 possession.

FOSTER-ELLIS REALTY CO.
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Wanted Real Estate
 HAVE buyers for large small
 farms. List today. United Farm
 Agency, 131 East Street, Hope,
 Phone 7-3700. 30-0f

Wanted To Rent
 TWO two-bedroom furnished houses
 and one three-bedroom furnished
 house. If you have any one of
 these houses available for the
 month of November, please call
 us immediately.

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Browns Safe
 on Top of
 Nat'l Loop

By ORLO ROBERTSON
 NEW YORK. (AP) — The National
 Football League season has reach-
 ed the halfway mark with the
 Cleveland Browns safely entrenched
 as leader of the Eastern Con-
 ference and the Los Angeles Rams
 holding down the top spot in the
 Western Division but by no great
 margin.

The Browns only 1 undefeated
 club in the 12-team circuit, chalk-
 ing up win No. 6 yesterday by drub-
 bing the Washington Redskins 27-3
 with a three-touchdown parade in
 the last half.

The Rams took undisputed com-
 mand of the Western Conference
 with a 37-24 triumph over Detroit's
 Lions, 1952 champions. The defeat
 dropped the Lions into a tie for
 second place with the San Fran-
 cisco 49ers, who dined the Chi-
 cago Bears 24-14 at their injured
 quarterback, Y. A. Tittle, returned
 to action after an absence of three
 weeks.

The standings show the Rams
 with a 5-1 record compared to the
 4-2 mark of the 49ers and the Lions.
 Philadelphia's high scoring Ea-
 gles moved into the runner-up spot
 in the Eastern Conference with a
 35-7 triumph over the Pittsburgh
 Steelers. The New York Giants
 won their second game of the season
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 Cardinals 23-20 on a 73-yard pass
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Tigers Defeat NLR Gridders

The Varsity High school Tigers
 handily defeated Jones High of
 North Little Rock by a 24 to 14
 score Saturday night in a Home-
 coming contest at Hammond Sta-
 tion.

McHan Regains Big Lead in Total Yardage

DALLAS. — Lamar McHan of
 Arkansas needed at least 100 yards
 against tough Texas A&M to move
 into the total offense lead in the
 Southwest Conference. And that
 was if the leader at that time, Don
 Ellis of the Aggies, didn't add a
 single yard to his total.

McHan passed for 123 yards
 and rushed for 33 and his 277 yards
 shot him into the lead by 179
 yards. Ellis did very well, against
 Arkansas.

McHan has 827 yards on 184
 plays — an average of 4.5 yards
 per play — he has handed the ball
 11 times for 103 yards.

Ellis has 753 yards on 201
 plays.
 Ellis managed to elude his
 passing lead ship, however, 31-
 through his closest pursuer, Francis
 Davidson of Baylor, threw for
 152 yards against Texas Christian
 while Ellis was getting only 77
 against Arkansas.

The Aggie quarterback has aimed
 118 passes and completed 56 for
 667 yards. Davidson is second with
 647 on 41 completions in 87 throws.

Kosie Johnson, the brilliant Rice
 fullback, maintained his ball car-
 rying leadership with yards to
 spare as he romped for 80 against
 Kentucky. He now has 535 yards
 on 112 carries. L. G. Dupre of
 Baylor is second with 411 on 94
 runs.

The leading punter still is Sam-
 my Morrow of Texas Christian
 with an average of 45.5 yards on
 10 punts. McHan is second with
 39.6 on 29.

Topping the punt returners is
 Charley Brewer of Texas with an
 average of 13.2 yards on nine
 runs. McHan is second with an
 average of 12.3.

Floyd Sagely, Arkansas end,
 leads the pass-receivers with 16
 catches for 280 yards. Bemie Sin-
 clair of A&M has the same num-
 ber of receptions but for only 235
 yards.

Baylor is the leading offensive
 team with an average of 36.3
 yards per game. Southern Meth-
 odist tops in defense, allowing only
 17.4 yards per contest.

Young Back on Boxing Scene

By JACK HAND
 NEW YORK. (AP) — Everybody is
 getting into the Bobo Olson act.
 Now Paddy Young, the last
 boxer Bobo eliminated before Man-
 ny Truitt, is back on the scene.

Paddy, making his first start
 since he lost to Olson June 19 for
 the American middleweight title,
 boxes Sammy Guillini of Stamford,
 Conn., Friday at St. Nicholas
 Arena. The bout will be telecast
 by NBC.

If Paddy wins this one, he'll be
 yelling "I want Bobo" along with
 Kid Gavilan, Joey Giardello, Rocky
 Castellani and Ernie Durando.

The Eastern Parkway show, car-
 ried by Du Mont TV to some sec-
 tions of the country will be blacked
 out in New York tonight because
 of pre-election considerations. Other
 cities, however, will see Danny
 Giamatti of Brooklyn and Rocky
 Casillo of Chicago in a welter ten.

Chuck Javey bumps up against
 a "must" fight Wednesday at the
 Detroit Olympia (CRS-TV). It's a
 rematch with Al Andrews of Su-
 perior, Wis., who knocked
 down and beat him at Saginaw,
 Mich., in September. Davey, the
 ex-collegian from Lansing, Mich.,
 needs a victory badly to re-es-
 tablish himself in the welter class.

The winner gets Billy Graham,
 veteran New Yorker, at Detroit
 Dec. 2.

Harold Johnson, leading light
 heavy challenger to champion Ar-
 chie Moore, meets Henry Hall of
 New Orleans for the third time at
 Milwaukee on the Saturday night
 series (ABC-TV). Hall subs for
 Larry Watson of Omaha, Neb.,
 who pulled out because of a back
 injury.

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BLONDIE



By Chick Young

OSZARK IKE



OUT OUR WAY

By J. R. Williams

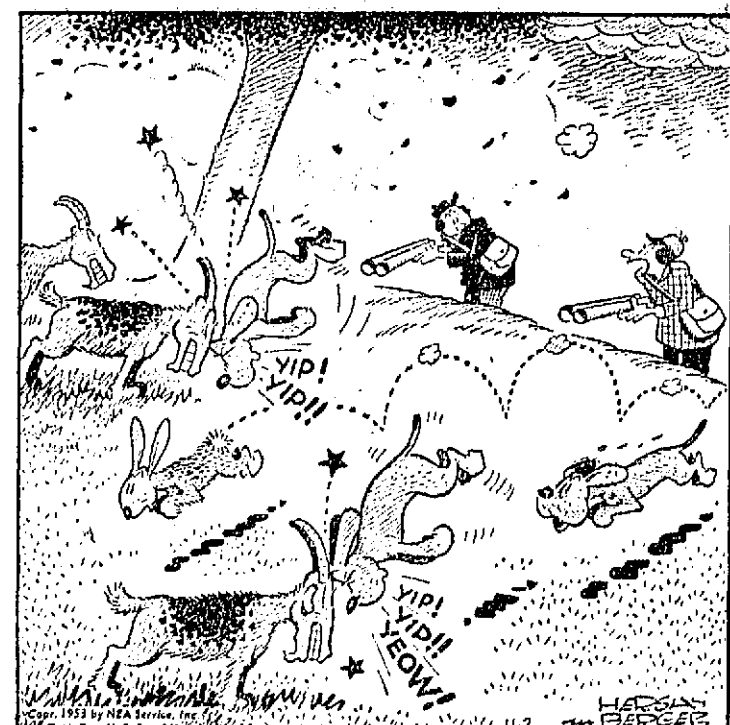


OUR BOARDING HOUSE

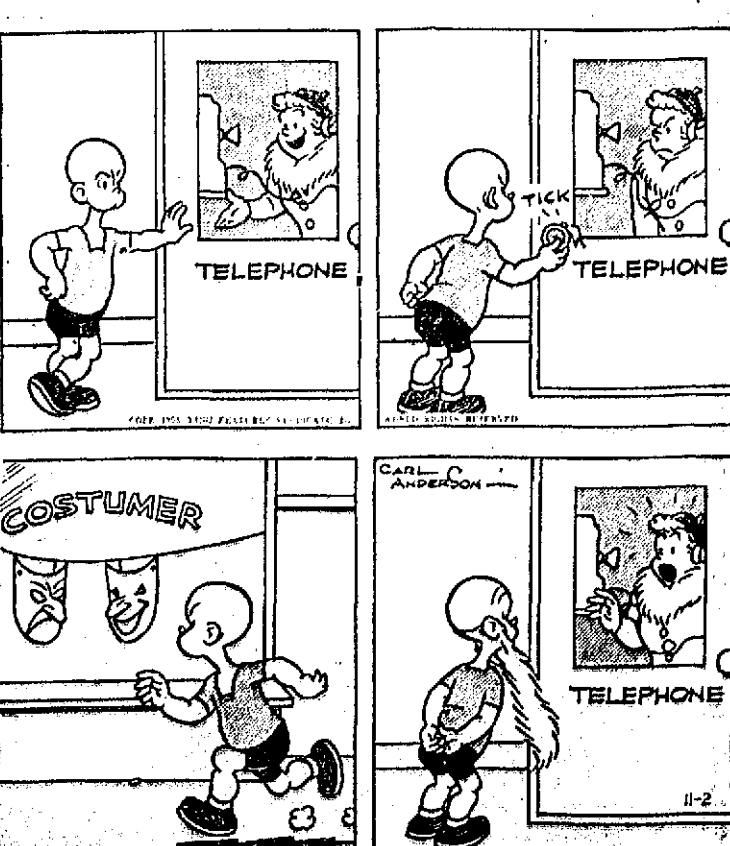
With Major Hoople



By Hershberger



By Carl Anderson



By Michael O'Malley and Ralph Lane



WASH TUBBS

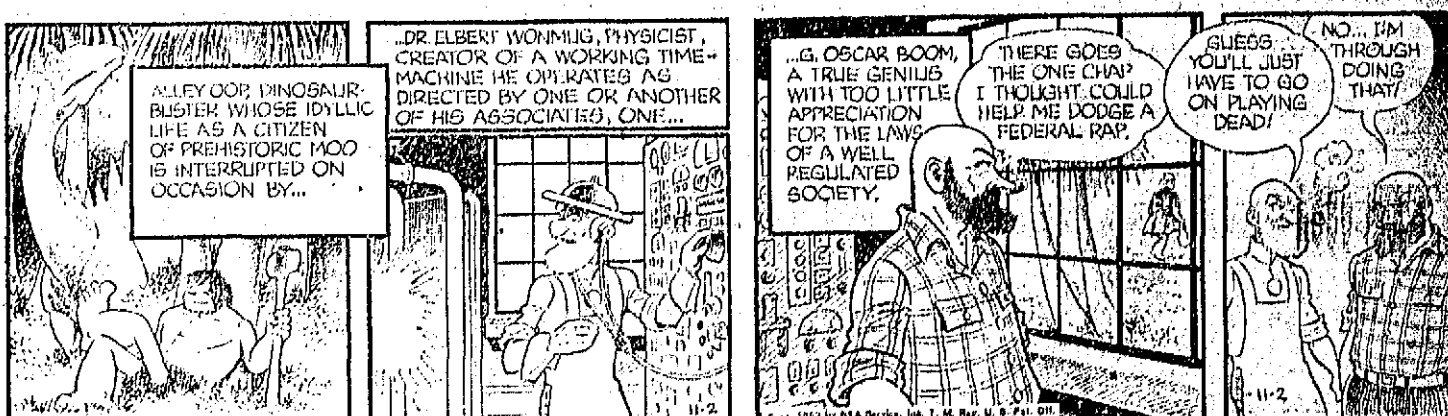
By Leslie Turner



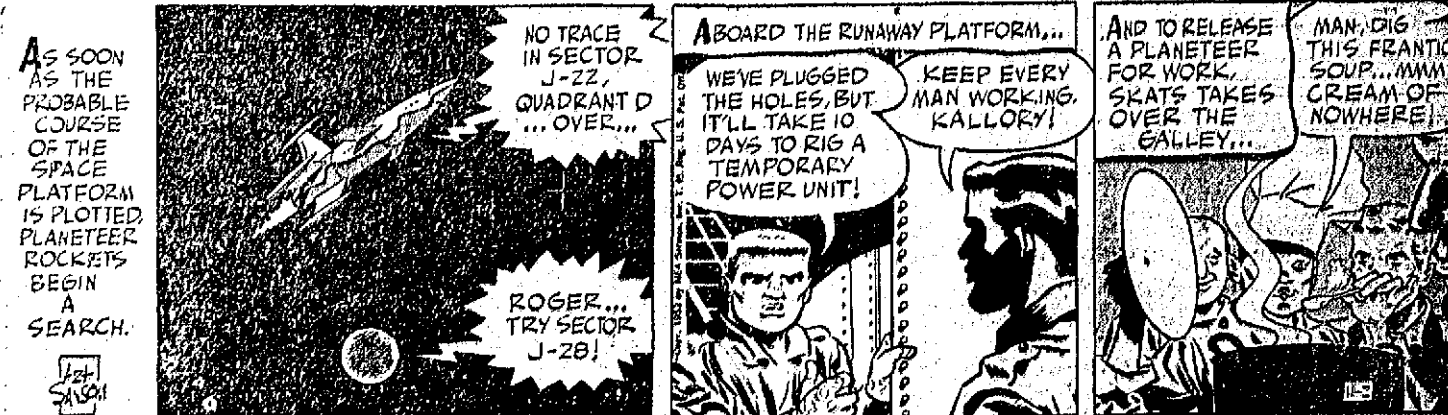
By Edgar Martin



By V. T. Hamlin



By Russ Winterbotham



By Wilson Scruggs



Answer to Previous Puzzle

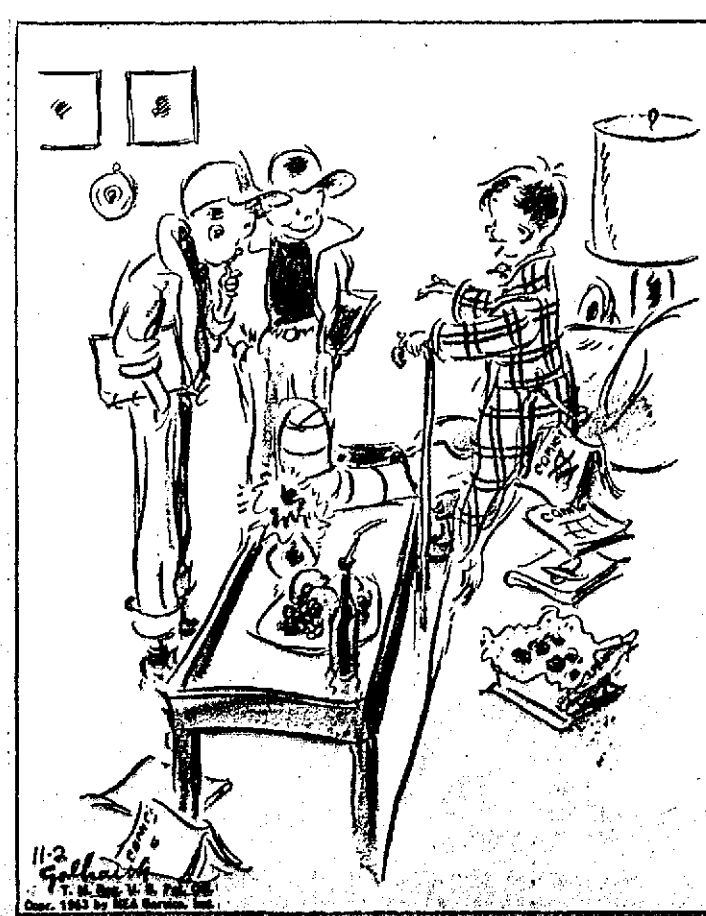
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CARNIVAL

By Dick Turner



By Galbraith



PRESCOTT NEWS

Tuesday, November 3

Prescott Chapter of O. E. S. will hold the annual election at the next stated meeting on Tuesday evening at 7:30.

The W. M. S. of the First Baptist Church will meet on Wednesday evening at 7:00 for the monthly business meeting.

How To Relieve Bronchitis

Cremulsion relieves promptly because it goes into the bronchial system to loosen and expel germ laden phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial membranes. Guaranteed to please you or money refunded. Cremulsion has saved the feet of millions of users.

ARMY SURPLUS SALE

Steel Tool Cabinets and Hand Tool Boxes - Mechanics Hand Tools - New & Used Hydraulic Jacks - Pipe Valves & Fittings - Plumbing Tools & Supplies - Steel Gates, Farm & Ranch - Cattle Guards - Clothes Line Poles - Fence Post Drivers - Fire Extinguishers - Television Aerial Poles - Hundreds of items too numerous to mention. For Sale Cheap.

William M. Duckett
North Main Street

Mrs. Harold Lewis and Mrs. Allen Rice. A dainty salad course carrying out Halloween motif was served at the conclusion of the games.

Methodist Have Family Night
Members of the First Methodist Church and their friends enjoyed a Family Night supper at the church on Wednesday evening in the educational building.

The supper was served buffet style from a table covered with a white damask cloth. A pumpkin filled with fall flowers and foliage flanked by burning orange candles formed the centerpiece. Runners of foliage extended the length of the table.

The invocation was given by Rev. W. D. Golden.

A song service led by Jeff Livingston and Rev. Golden with piano accompaniment by Mrs. O. G. Hirst was enjoyed.

Approximately 200 were present for the evening.

Mrs. P. A. Escarre, Mrs. J. B. Hesterly, Mrs. C. A. Wynn, Mrs. D. S. Jordan, Mrs. Harry Keeley, Mrs. Lee Kinney, Mrs. Roy Duke, Mrs. Bob Davis and Mrs. Hirst of the W. S. C. S. were in charge.

ACCURATE
Each tablet 14 grains - easy to give, exact dosage - just as doctor orders.
World's Largest Selling Aspirin For Children
NOW! a new, safe dose drop for children.
Contains no-phenolphthalein, etc., etc. etc.
ST. JOSEPH'S HOSPITAL FOR CHILDREN

School To Dismiss For State Teachers Meeting
The Prescott High School office

has issued the announcement that school will be dismissed Thursday and Friday, November 5 and 6, to enable members of the faculty to attend the meeting of the Arkansas Education Association.

District Meeting Of P. T. A. Held
Mrs. H. H. McKenzie, president of the Prescott Parent Teachers Association, Mrs. Vernon Buchanan and Miss Frederica Moore, attended a conference of parent teachers association was held at Fairview Elementary school Wednesday.

The response given was by Mrs. McKenzie.

Miss Moore, of the Prescott High School, was the only student representative to participate in the parent-teacher-school presentation.

Mrs. S. B. Scott and Mrs. Mackenzie spent Wednesday with Lt. Col. Scott at the Army and Air Hospital in Hot Springs.

Mr. and Mrs. Harley Cox, formerly of Little Rock, are visiting their parents, Mr. and Mrs. Charles Thomas and Mr. and Mrs. Ernest Cox. Mr. Cox will report soon for duty at Vance Field, Fair, Oklahoma.

Gilbert Buchanan, student at the University of Arkansas, Fayetteville, was the Saturday guest of his mother, Mrs. William Buchanan. They attended the Ark. Texas A&M game in Little Rock Saturday night.

Mr. and Mrs. Andrew Honey of Corpus Christi, Texas, are spending several weeks with Mrs. Bob Stewart.

W. P. Cummings returned Wednesday from Jonesboro where he has been the guest of his daughter.

Girl Lost 10 Hours Is Found Safe

HOT SPRINGS, Ark. - Three-year-old Sandra Fendley rested today after being lost for 10 hours in a densely wooded area near here.

The almost lifeless child disappeared from her home on the fringe of town about 4:30 p.m. Saturday. She was not found until 2:30 a.m. yesterday.

A neighbor of the Fendley's, Monica Weatherford, found the girl asleep in a mountainous, desolate area about a half mile from home. She was lying on the ground, her head on her arm, shivering but fast asleep.

Nearly 100 searchers, including the Arkansas National Guard company, had been called into the area for Sandra's daughter of Mr. and Mrs. Rainford Fendley.

Temperatures in the hilly country had dropped into the 40s before she was found.

Mrs. Ben Johnson and Mrs. W. A. Callahan left last week for Lufkin, Texas, where they will make their home.

Mrs. J. W. Gist has returned from Houston where she was the guest of her brother, W. P. Gist and family.

Mrs. Robert Peachy, who has been visiting her daughter, Miss Sue Peachy in Houston, has returned home.

Owen's

GET DOUBLE U. S. GREEN STAMPS ALL DAY TUESDAY AT OWEN'S

TUESDAY IS

Value Day In Hope

You'll save more by shopping at Owen's. Our Big Super Sale is in full swing. Savings from front to back. Hurry to Owen's.

SHEETS

Regular \$2.39, type 128 sheets. Size 81x99

\$1.87

DRESSES

One big rack of these dresses. Values to \$6.95

\$3.66

COATS and SUITS

One big lot of these. Values to \$19.95

\$10.90

PRINTS

59c Cloth of Gold Prints. 4,000 yards to select from.

38c yd.

PRINTS

While 800 yards last. Chambray included. Values to 69c

23c yd.

SHEETING

Heavy brown sheeting that is 41 inches wide.

4 yds. 97c

NYLON HOSE

60 gauge, 15 denier, first quality. Regular \$1.59 values

97c

BLEACHING

This is 36 inch snow white bleaching. Regular 39c value.

32c yd.

MATTRESS TICK

Regular 59c a yard value. Extra special for only

43c yd.

BED TICK

This is 8 oz. bed tick and regular 79c values.

57c yd.

THROW RUGS

Non skid rugs that are regular \$2.95 values.

\$1.97

BLOUSES

Ladies regular \$1.69 blouses and T-Shirts. Special

97c

PANTIES

Ladies regular 98c panties. While 300 pair last

2 prs. \$1.00

PANELS

Big lace panels that are regular \$1.95 values

94c

ANKLETS

Regular 39c values at this special low price

3 prs. 97c

PILLOW CASES

Type 128 cases that are regular 59c values

36c

BEDSPREADS

Chenille bed spreads that are regular \$5.95 values

\$3.97

TOWELS

Cannon towels that are regular 49c values

33c

UNIONS

Men's heavy weight unions, Hanes brand. \$2.49 values

\$1.97

SOCKS

Men's work and dress socks. Regular 29c values

4 prs. 97c

SHORTS

Men's broadcloth shorts that are 69c values

2 prs. 96c

UNDERSHIRTS

Men's ribbed undershirts that are regular 49c values

3 for 76c

BLANKETS

5% wool blankets that are regular \$5.95 values

\$4.33

BLANKETS

Big double cotton blankets that are \$3.95 values

\$2.87

DIAPERS

Birdseye diapers that are 27x27 first quality. Reg. \$2.98 values

\$1.74

BLANKETS

Fields regular \$27.50 electric blankets. First quality

\$23.90

JACKETS

Ben's regular \$14.95 jackets.

\$10.90

Other Jackets . . 4.95 to 12.95

Let's forget the rest of the alphabet...

Let's look at the A-B-C's of premium gasoline quality!

NEXT MONDAY, the Esso Standard Oil Company will present the finest gasoline in Esso history... the best gasoline you can buy... **NEW "TOTAL POWER" ESSO EXTRA.**

In the confusion of gasoline claims, it may be useful to the car-owning public to review the background of leadership behind this fuel... and the new ingredients of still greater leadership which will be in it. To take a look at the A-B-C's, so to speak, and not get mixed up in the X-Y-Z's!

Esso Extra Gasoline is now used by more buyers of premium fuel than any other brand in the area where it is sold. And this has been the case for years. This can only reflect true quality measured and proved in actual use by millions of motorists.

Behind this record lies a brilliant history of research leadership. And it is well to remember that... as engines become more powerful and performance demands more complex, chemical and mechanical know-how become even more essential in creating good fuels than mere refining capacity!

Here are a few of the pioneering accomplishments of Esso Standard Oil Company, characteristic of the skill behind the gasoline and motor oils we make today:

1929

FIRST with today's basic production process for tetra-ethyl lead... the anti-knock additive.

1930

FIRST with gasoline "tailored" by seasons and climate zones for our customers' year-round performance needs.

1933

FIRST with patented solvent oil... an anti-valve-sticking additive.

1934

FIRST with balanced high-volatility gasoline... outstanding in warm-up, acceleration and pep.

1942

FIRST with fluid catalytic cracking... the major process for making today's higher octane gasoline possible.

1945

FIRST with post-war high octane gasoline... letting millions of motorists benefit quickly from lifting of war-time restrictions.

1950

FIRST with an anti-stalling additive... giving gasoline a built-in protection against carburetor icing.

1952

FIRST with a heavy-duty motor oil designed to combat carbon knock (New Esso Uniflo).

Now... all this might mean very little as a record just to stand on. But as a platform from which to advance to further progress and leadership it has no equal in its assurance to the gasoline buyer of the basic quality we can bring him.

And to that record in 1953 we add a great new forward step... the introduction of NEW "TOTAL POWER" ESSO EXTRA.

To the motorist it brings new ability to meet the needs of newer cars, and broader ability to meet the broad needs of all cars.

In sheer high-compression, knock-free power, it will be the very finest gasoline you can buy!

We are proud to offer this fine product as a leader's contribution to the constant process of giving America's wonderful cars increasingly fine fuels to run on. It comes to you through 25,000 independent Esso Dealers who make Esso products more easily available to motorists than any other brand from Maine to Louisiana.

Make a note right now to see your Esso Dealer next Monday for a tankful of New "TOTAL POWER" Esso Extra... the best gasoline you've ever had a chance to buy!

ESSO STANDARD OIL COMPANY



Coming Monday, Nov. 9th... the best gasoline you can buy!

NEW "TOTAL POWER" ESSO EXTRA!

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